BUSINESS INSIGHTS

1. **Customer Segmentation by Region**:

- o Insight into which regions contribute the most revenue and the number of customers per region. This can highlight where the business has its strongest foothold and where there's room for growth.

2. **Product Popularity**:

- o Identify which products or product categories are the most frequently purchased. This can help prioritize marketing and inventory efforts.

3. **Revenue Trends Over Time**:

- o Analyse trends in total transaction values over time. Insights could reveal seasonality in purchases or the impact of marketing campaigns.

4. **Customer Retention and Repeat Purchases**:

- o Identify customers who make repeat purchases and calculate their lifetime value. This could reveal strategies for improving retention, such as loyalty programs.

5. **Price Sensitivity**:

- o Investigate whether there's a correlation between the price of products and transaction volumes, which can provide insights into pricing strategies.